

# USDC SENSORY TRAINING PROGRAM FOR SEAFOOD

Remember, "The nose knows!!!"

We can teach it to analyze, recognize and describe quality.

This intensive 2-day program will include **Wild Chum Salmon, Tilapia, and Black Tiger Shrimp** at our Los Angeles Lot Inspection Office, Federal Building, Long Beach, CA.

**Ours is the only program** to couple an introductory course in sensory science with plenty of hands-on product training with recognized experts. Upon completion, armed with the most efficient tools and training available, you will be capable of evaluating quality of the species and product forms you deal with every day.

- Master the most effective smelling and tasting techniques; learn internationally-recognized sensory descriptive language for seafood quality.
- Work one-to-one with our internationally calibrated seafood experts.
- Learn where the U.S. government cut-off point for decomposition is *and* how to identify excellent quality.

We use science-based sensory training methods that have proven extremely worthwhile internationally. We have conducted numerous successful workshops to harmonize government seafood inspectors from different countries and have trained hundreds of industry personnel from as far away as Australia and South Africa.

Who should attend this program?

Seafood Buyers, Retailers, Merchandisers, Managers, Sales Associates & Owners within....Restaurant chains, Seafood Processors, Importers and Exporters, Processors of value-added products containing seafood, Quality Testing Laboratories, University Researchers, and Others....

**Instructors:** Carol Kelly, Ph.D., Michael DiLiberti, M.A.,  
and USDC internationally calibrated product experts.

Call (978) 281-9381 (Christine) for more information. Fax number: 978-281-9134

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**Workshop limited to 15 - so hurry and register!**

**Date and Place:** September 27<sup>th</sup> & 28<sup>th</sup>, 2006 – Long Beach, CA. **Cost:** \$895 per person  
(\$50.00 off each additional student within a company)

**Company Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** (     ) \_\_\_\_\_ **Fax:** (     ) \_\_\_\_\_

**Attendee Name (s)**

1) \_\_\_\_\_ 2) \_\_\_\_\_

3) \_\_\_\_\_ 4) \_\_\_\_\_

**Method of payment:** You may pay by Money Order, Certified Check, Company Check or by Visa/MasterCard. Cash or personal checks not accepted. Please make checks payable to USDC/NOAA.

Send Registration Form to USDC, National Sensory Section, 11-15 Parker St., Suite 213, Gloucester, MA 01930. ATTN: Christine Lilienthal. Fax: 978-281-9134 (If registering by mail, your check may be included.)

**Credit Card Payment:** (circle) Visa    MasterCard

**Card Number:** \_\_\_\_\_

**Expiration Date:** \_\_\_\_\_

**Company Tax ID Number** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Refund/Cancellation Policy:** The National Sensory Section determines a go/no-go date based on sufficiency of enrollment. For this workshop, it is **Friday, September 8<sup>th</sup>, 2006** (based on 14 days remaining to get discount airfares). Otherwise, Registration Fee, less a \$50.00 administrative charge, will be refunded if notification is received in writing 8 working days prior to the program start date.

<http://seafood.nmfs.noaa.gov>